



PATENTS
ST/044

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicant(s) : Jonathan B. Orlick
Application No. : 09/555,551 Confirmation No. : 8362
Filed : June 1, 2000
For : ELECTRONIC PROGRAM GUIDE SYSTEM WITH
ADVERTISING MESSAGES IN POP-UPS
Group Art Unit : 2614

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

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Technology Center 2600

REVOCATION OF POWER OF ATTORNEY,
NEW POWER OF ATTORNEY BY ASSIGNEE,
CHANGE OF CORRESPONDENCE ADDRESS,
AND CHANGE OF ATTORNEY DOCKET NUMBER

Under the provisions of 37 C.F.R. § 3.71, the undersigned assignee of record, by virtue of an assignment for which a copy thereof is attached, of the entire interest in the above-identified patent application, hereby elects to conduct the prosecution of the above-identified patent application to the exclusion of the applicant(s). The assignee hereby revokes any powers of attorney previously granted and appoints Wes Monroe, Esq., Reg. No. 39,778, Raymond Tabandeh, Esq., Reg. No. 43,945, Josephine Chang,

Esq., Reg. No. 46,083, Eric Chen, Esq., Reg. No. 43,542, Jeffrey H. Ingerman, Esq., Reg. No. 31,069, Joseph M. Guiliano, Esq., Reg. No. 36,539, Richard M. Feustel, Esq., Reg. No. 46,698, Alexander Shvarts, Esq., Reg. No. 47,943, Peter F. Snell, Reg. No. 52,235, and Michael J. Chasan, Reg. No. 54,026, its attorneys and agents with power of substitution, and with power of appointment of associate attorneys, and of revocation of their powers, to prosecute this application and any divisions, continuations in whole or in part, renewals and reissues of the same, and to transact all business in the Patent and Trademark Office connected therewith;

and assignee requests that communications be sent to:

Alexander Shvarts
Fish & Neave
1251 Avenue of the Americas
New York, New York 10020-1105

and that telephone calls be directed to:

Alexander Shvarts
(212) 596-9000

and that the attorney docket number be changed to:

ST/044.

Pursuant 37 C.F.R. § 3.73(b), the undersigned hereby certifies that the evidentiary documents have been reviewed and, to the best of assignee's knowledge and belief, title is in assignee.

Pursuant to 37 C.F.R. § 3.73(b)(2)(i), the undersigned hereby certifies that I am authorized to act on behalf of the assignee.

The undersigned hereby declares that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

STARSIGHT TELECAST, INC.
ASSIGNEE

1/16/2004
Date

By:

Samir Armaly
Vice President, Intellectual
Property & Licensing

I hereby certify that this
Correspondence is being
deposited with the U.S.
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Addressed to:
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450 on

1/23/04
Claire J. Samoil-van Goodman

[Signature]
Signature of Person Signing

ASSIGNMENT

WHEREAS, I, JONATHAN B. ORLICK, residing at 2236 Bess Avenue, Livermore, California 94550, have invented certain new and useful improvements disclosed in an application for United States Letters Patent entitled **ELECTRONIC PROGRAM GUIDE SYSTEM WITH ADVERTISING MESSAGES IN POP-UPS**, filed June 1, 2000, Application No. 09/555,551.

AND WHEREAS STARSIGHT TELECAST, INC., a California corporation, having a place of business at 39650 Liberty Street, 3rd Floor, Fremont, California 94538 (hereafter, together with any successors, legal representatives or assigns thereof, called "ASSIGNEE") wants to acquire the entire right, title and interest in and to said improvements and application.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, I have sold, assigned, transferred and set over, and do hereby sell, assign, transfer and set over to ASSIGNEE the entire right, title and interest in and to said improvements, and said application and all divisions and continuations thereof, and all United States Letters Patents which may be granted thereon and all reissues, reexaminations and extensions thereof, and all priority rights under all available International Agreements, Treaties and Conventions for the protection of intellectual property in its various forms in every participating country, and all applications for patents (including related rights such as utility-model registrations, inventor's certificates, and the like) heretofore or hereafter filed for said improvements in any foreign countries, and all patents (including all continuations, divisions, extensions, renewals, substitutes, and reissues thereof) granted for said improvements in any foreign countries; and I hereby authorize and request the United States Commissioner of Patents and Trademarks, and any officials of foreign countries whose duty it is to issue patents on applications as aforesaid, to issue all patents for said improvements to ASSIGNEE in accordance with the terms of this Assignment;

AND I HEREBY covenant that I have full right to convey the entire interest herein assigned, and that I have not executed, and will not execute, any agreement in conflict herewith;

AND I HEREBY further covenant and agree that I will communicate to ASSIGNEE any facts known to me respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuation, substitute and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE to obtain and enforce proper patent protection for said improvements in all countries.

ASSIGNMENT

Docket No. 33786/WWM/S787

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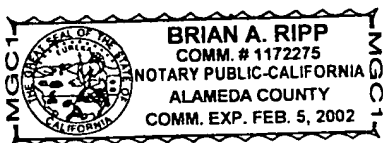
IN TESTIMONY WHEREOF, I hereunto set my hand this 11th day of August, 2000.

Jonathan B. Orlick

Jonathan B. Orlick

STATE OF Calif.
COUNTY OF Alameda

On Aug. 11 2000, before me Brian A. Ripp, Notary Public, personally appeared **Jonathan B. Orlick** personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.



WITNESS my hand and official seal.

Brian A. Ripp

Signature of Notary

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